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SUBJECT: FINLAND: I2010 INFORMATION SOCIETY CONFERENCE  
ATTRACTS TECHNOLOGY EXPERTS AND VISIONARIES

¶1. European decision-makers and leading experts convened in Espoo, Finland on September 28th to discuss the challenges of the information society during the i2010 Conference, "Towards a Ubiquitous European Information Society." The Conference examined the opportunities and challenges that new information and communications technologies are bringing to European citizens, businesses and government leaders, with a focus on increasing European competitiveness.

¶2. Ms. Susanna Huovinen, Finland's Minister of Transport and Communications, hosted the Conference which featured many business and government leaders including Ms. Viviane Reding, European Commissioner for Information Society and Media, and Jorma Ollila, Chairman of Nokia.

¶3. The presentations focused on "ubiquitous services" that will increasingly influence the way in which individuals live and work due to having ICT services available at all times and in all places delivered through wireless connections and the interoperability of data. The Conference highlighted the impacts of new technology on data security, e-services and communication networks.

¶4. Several speakers touched on the importance of developing a common European standard for mobile TV. The European Commission is planning to publish a mobile TV development plan early next year.

¶5. Presenters also called for supporting new technology applications for the transportation industry such as "eCall" in cars, a technology that can call emergency dispatch centers. Minister Huovinen called on the remaining EU member countries to support eCall by allocating part of their broadcast frequencies for this emerging technology with potential lifesaving benefits.

¶6. Presidency Conclusions were published in connection with the Conference, including policy guidelines for the main activities involved in the EU's i2010 information society strategy. The final conclusions will be discussed during the Council of Telecommunications Ministers in December.

¶7. The Conference was arranged by Finland's Ministry of Transport and Communications in cooperation with the European Commission and the European Network and Information Security Agency, ENISA. Further information can be found at: <http://eu2006.mintc.fi/communications/i2010/>.

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